101

Ways to Use

PLR.me

Content

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101 Ways to Use PLR.me Content

Traffic Generation Strategies

1. Post it to your website or personal blog

2. Create an automated blog that auto-posts a mix of PLR content and scraped content. Check out: AutoBlogged and PLR to Wordpress

3. Rewrite the content yourself or hire a rewriter to repurpose and reuse the content

4. Create a FAQ, Q&A, or informational "how-to" page based on the material

5. Split ebooks or long articles into several smaller articles and blog posts

6. Translate the content into other languages to capture international visitors

7. Critique the content or write your own commentary by playing the devil's advocate

8. Spin an article into a "10 Best" list

9. Tweak the content so it's relevant to current events or celebrity stories

10. Use the material as a promotional tool for your affiliates. If it's a PDF, then use ViralPDF to allow affiliates to custom brand their affiliate link in the PDF. Learn more about creating freebies for affiliates with Sales Army Secrets

11. Respond to "Yahoo! Answers" questions and discussions using the materials

12. Answer questions on discussion forums using the content as a basis

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13. Take your knowledge to a local talk radio show

14. Start new "feeder" websites and blogs dedicated to specific niches and affiliate products that link back to your "money" pages.

15. Use the material to create Adsense sites

16. Use the content to promote an eBay store

17. Rewrite to create Squidoo Lenses

18. Create a HubPage

19. Rewrite and post on a Blogger.com or Wordpress.com blog

20. Compile the information as a report with your affiliate links embedded in the PDF. Submit to Scribd

21. Transform generic niche articles into a different niche by swapping the essential keywords and tweaking the materials

22. Create a discussion forum where you post new content to be discussed every day

23. Snip the content and post the short blurbs on Twitter

24. Rewrite the material as a press release

25. Write a manifesto to spread your ideas and name all over the 'net

26. Create a "what to look for…" buyer's guide to help people make buying decisions.

27. Rewrite the content from the perspective of your child, dog, parrot, or mother – if it's funny enough, it may go viral!

Loyalty Building

28. Send snippets of content as an email tip to encourage customers to return to your website

29. Give away a "free report" to boost the size of your mailing list. Learn more about starting a Small Reports Business with Small Reports Fortune

30. Use the content to address any objections you've faced when selling your products or services

31. Use the content as a free giveaway for your long-time customers

32. Use the material as an unannounced bonus for buying your products

33. Host a "town hall" meeting or teleseminar and use the materials to facilitate the discussion

34. Add recent stats, figures, charts, or graphs to the content to boost authority

35. Create a Wiki to encourage your visitors to collaborate and contribute to your vision. Use a free service like WetPaint

36. Develop a social networking site discussing topics relevant to your niche. Use software like BuddyPress or Ning

37. Build a Facebook page, separate from your profile, that uses the materials. You will be able to interact with your customers on a whole new level

38. Use the content in your in-person workshops and seminars

39. Use the content as a topic of conversation for coaching calls

40. Send out a printed newsletter to your clients using the materials

41. Print out the professionally designed materials and include it when you ship physical products as a bonus

42. Create viral quizzes with the content to test your audience's knowledge

43. Create a role-playing activity at a workshop

44. Custom brand the PLR desktop wallpapers and give them away to your clients so your logo will be on their computer at all times

45. Use the material as a gift for long-time clients

46. Make attractive promotional bookmarks to surprise buyers with purchase of your physical products and books

47. Create a business card tip sheet with your contact information on one side

48. Tweak an article and submit it on another blog as a guest post

49. Re-write the article and submit it to newspapers or magazines

Product Creation

50. Add the content to a membership site

51. "Niche-ify" the content, making it hyper-targeted to a sub-niche – like stay at home moms, students, or grade school teachers.

52. Create a print-on-demand book using a service like Lulu

53. Develop a companion worksheet, checklist, spreadsheet, or cheat sheet

54. Create a web-based e-course. Learn more about creating e-courses with the List Profit System

55. Package the content as a complete home study course

56. Incorporate the content as part of other products

57. Create and sell a training guide to corporations or small businesses

58. Create a coffee table book with inspiring images using PLR images or wallpapers

59. Run a paid teleseminar training series

60. Get your teleseminar transcribed, then sell it as an ebook or course

61. Create a "how-to" video course with snippets from the materials and PLR graphics. Post samples of the video on YouTube to promote the course

62. Program a 365-day email autoresponder as an automated self-guided email coaching program. Check out: Aweber or 1ShoppingCart

63. Use PLR wallpapers to create on-demand physical products like mugs, magnets, stickers, and other items with CafePress, ArtsNow or Lulu

64. Create prints or posters with online printing services that you can sell on-demand without inventory

65. Create mini guide books or booklets to inform, inspire, or educate others

66. Use PLR affirmations, quotes, and snippets from the materials to create coasters, business cards, or post-it notes with your contact details

67. Record the text as an MP3 audio book and sell the recording

68. Rent a booth at a trade show and sell the physical products you created using the content

69. Create videos and audio content on CD or DVD

70. Record subliminal audio with the PLR affirmations, reflections, or motivating quotes. Even record a personalized message at the beginning of the track for a premium price
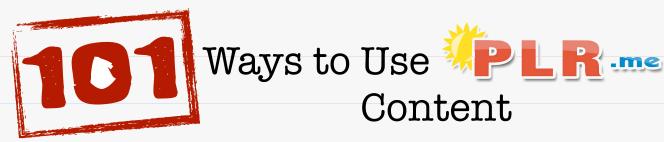
71. Offer digital versions of your product as an upsell on a branded USB key. Learn more about creating upsells with The Upsell Report

72. Produce illustrations, comics, or graphic novels based on the content

73. Develop tiered packages or memberships that offer different content for the different tiers

74. Develop a "Dummies" type guide

75. Create a full fledged website and flip it for profit

76. Record an audio book version and sell it on the iTunes and Amazon stores

77. Create attractive t-shirts and badges and sell them

78. Develop flash cards for students or parents

79. Create greeting cards with the PLR graphics, quotes or affirmations

80. Use the materials to create landing pages for affiliate products

Web 2.0

81. Create a weekly podcast that is distributed on the iTunes store

82. Produce short screencasts or PowerPoint videos and publish the video across the web using TubeMogul or TrafficGeyser

83. Use the material for a BlogTalkRadio internet radio show

84. Create step by step video tutorials using Jing or Camtasia

85. Pre-load an iPod with audio, video, and eBook content, then sell it

86. Develop an iPhone app

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87. Develop a Facebook application

88. Create a slideshow and share it on [Slideshare](#)

Other Creative Approaches

89. Inspire yourself by using the [PLR.me wallpapers](#) as your computer background on YOUR computer

90. Use the PLR wallpapers to add some flair to reports

91. Create a calendar with wallpaper graphics and motivational quotes

92. Translate the text and publish it as a book in your native language

93. Combine the content with interviews with industry experts to give your clients something they can really sink their teeth into

94. Collaborate with other business-minded individuals and create unique packages and programs for sale

95. Reorganize the materials to create a more persuasive sales letter

96. Use the materials as inspiration for poetry, stories, or fables

97. Create pamphlets and brochures advertising your products and services

98. Use the content for postcards or mailers

99. Prepare a media kit promoting your business

100. Use the material as talking points. When the media or your clients call you, you'll be ready.

101. Use the content as a market research and brainstorming tool

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